

The Impact of Generative AI on Consumer Valuation in User-Design

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Abstract:

Generative artificial intelligence (genAI) enables consumers to be more actively involved in the design of the products they consume. By extending user capabilities, genAI enables co-creation beyond the limits of traditional mass customization. However, little is known about how the integration of genAI affects consumer behavior in user-design, a strategy that has been shown to increase consumers' perceived product value by enhancing feelings of accomplishment. This research aims to investigate how AI augmentation of user-design processes influences the perceived value of self-designed items. In an online experiment comparing a user-design scenario with a genAI design tool to a traditional design tool, we find that AI augmentation negatively affects the subjective value of self-designed products. This effect is mediated by feelings of accomplishment that consumers can attribute to themselves. We conclude with theoretical and practical implications and suggestions for future research.

Keywords: Online-Experiment, AI-Co-Creation, User-Design

Track: Digital Marketing & Social Media